



Outstanding PEP Banker or Bank Award
2011-2012 Application

Nomination Deadline: Must be received by March 12, 2012

Enter full name of bank or banker (as it should appear on award)

Bank Contact Person: _____ Title: _____

Phone: _____ Fax: _____ E-mail: _____

Bank President or CEO: _____

Bank Mailing address: _____

City: _____ State: _____ Zip: _____

GENERAL INFORMATION

(Report listed items below as of December 31, 2011)

Total bank assets (in millions of dollars): \$ _____

Number of communities in your market area delineated for CRA purposes: _____

Number of schools in the area your bank serves: _____

Number of years bank/banker has been involved with consumer education: _____

Number of full-time employees at the bank: _____

Number of bank employees active in the Personal Economics Program: _____

Please note: Complete this form and submit along with supporting documents or portfolio. Your entry must arrive in the TBA office by March 12, 2012.

Outstanding PEP Banker or Bank Award

T'Lanie Ruegge, PEP Coordinator and Member Services Specialist

Tennessee Bankers Association

211 Athens Way, Ste 100

Nashville, TN 37228-1381

Phone: 615/ 244-4871 or 800/964-5525 Fax: 615/324-1992

www.TNBankers.org

Outstanding PEP Banker or Bank Award Checklist

In addition to the application, entries must include a written narrative explaining the content, in two pages or less, using the following components: original presentations/programs, leadership, creativity, public relations, results. ALL evidence, except videos, must fit in ONE three-ring binder. This checklist is a guide line and suggests what to include in your portfolio rather than what is required.

1. ORIGINAL PRESENTATIONS/PROGRAMS — If it is an ongoing program, how did it change or grow during the current PEP year?

- a. Title of original program
- b. Statement of goals and objectives
- c. Presentation/program outline
- d. List of elements covered and methods used
- e. List or description of creative features
- f. Age range of target audience

2. LEADERSHIP – In the community, bank and school

- a. Specific role played by nominee in motivating and organizing others to achieve program goals
- b. Training and preparing others to participate in the program
- c. Serving as a role-model
- d. Establishing relationships and networks
- e. Building support for the program and initiating participation in the program — at bank, in community, in schools, etc
- f. Other evidence not listed above

3. CREATIVITY

- a. Activities created to reinforce the topic
- b. Integration of existing materials to message
- c. Tailoring materials to target audience
- d. Use of materials that engage participants
- e. Visual aids — overheads, puppets, computer graphics, etc
- f. Photographs to document elements of program
- g. Other evidence not listed above

4. PUBLIC RELATIONS

- a. Program(s), presentation(s), award(s), or other publicized activity—description of event or activity
- b. A written public relations plan
- c. Press releases and other contact with media—copies of correspondence
- d. Participation in community group meetings/activities—letters of acknowledgements
- e. Photos of public appearances
- f. Brochures/flyers/posters—photo of poster is acceptable
- g. Copies of magazine/newspaper articles, videotapes of TV coverage, and/or scripts or cassettes from radio
- h. Other evidence not listed above

5. RESULTS

- a. Results achieved—tie-in with statement of goals/objectives
- b. Evaluation method used
- c. Letters from partners/teachers/students—should reflect program content and what was learned
- d. Estimated number of people reached
- e. Number of bankers participating
- f. Other evidence not listed above